

**TY BCOM SEM V/PAPER CODE: 23116/EXPORT MARKETING**

**QUESTION PAPER**

1. Export marketing means \_\_\_\_\_
  - a) Goods beyond the national Boundaries
  - b) Services beyond the national Boundaries
  - c) Goods and services beyond the national Boundaries
  - d) Goods and services within National Boundaries.
2. In Export marketing, marketing operations are on large scale in order to have \_\_\_\_\_
  - a) Proper production and distribution of goods.
  - b) Economics of large scale production and distribution of goods.
  - c) To prevent domestic economy
  - d) To prevent Foreign economy
3. Export Marketing is controlled by \_\_\_\_\_
  - a) National Forums
  - b) International Forums
  - c) Export consortia
  - d) State Government
4. Large scale exports help to solve \_\_\_\_\_
  - a) Domestic problems
  - b) Balance of payment problems
  - c) Political problems
  - d) Economic of Scale
5. Composition of India's Export can be viewed by \_\_\_\_\_
  - a) Merchandise / commodities / services exports
  - b) Direction of exports
  - c) Region wise Exports
  - d) National Forum.
6. Export marketing is \_\_\_\_\_ in character.
  - a) Flexible
  - b) In elastic
  - c) Static
  - d) Neutral
7. Base of Global trade is \_\_\_\_\_
  - a) Domestic dependence
  - b) International dependence
  - c) Foreign direct investment
  - d) Local Market
8. India's Exports are \_\_\_\_\_
  - a) More than imports
  - b) Less than imports
  - c) Equal to imports
  - d) Both and A and B
9. Trade Barriers includes \_\_\_\_\_
  - a) Tariff barriers only
  - b) Non-Tariff barriers only
  - c) Tariff and non-Tariff Barriers
  - d) Barriers of Global Trade

**TY BCOM SEM V/PAPER CODE: 23116/EXPORT MARKETING**

10. Trade Barriers are treated as major instruments which frames \_\_\_\_\_
- a) Trade policy of a country
  - b) Strategic policy of the firm
  - c) Political policy
  - d) Economic Policy
11. Tariff Barriers are known as \_\_\_\_\_
- a) Micro barriers
  - b) Macro barriers
  - c) Quantitative barriers
  - d) Qualitative barriers
12. Non-tariff Barriers are known as \_\_\_\_\_
- a) Macro barrier
  - b) Micro barrier
  - c) Qualitative barriers
  - d) Quantitative barriers
13. Transit Duty is imposed on a commodity when it \_\_\_\_\_
- a) Crosses local boundaries within the country
  - b) National Boundaries of a country
  - c) Crosses interstate Boundaries
  - d) International Boundaries of a country
14. \_\_\_\_\_ Duty is imposed at fixed percentage on the value of imported commodities whose value cannot be easily determined.
- a) Ad valorem duty
  - b) Anti dumping duty
  - c) Counter vailing duty
  - d) Sliding scale duty
15. Compound duty is the combination of \_\_\_\_\_
- a) Sliding scale duty + counter vailing duty
  - b) Revenue Tariff + protective Duty
  - c) Specific duty + antidumping duty
  - d) Specific duty + advalorem duty
16. Non tariff Barriers are \_\_\_\_\_
- a) Micro barriers in nature
  - b) Qualitative barriers
  - c) In visible in nature
  - d) Quantitative barriers
17. Custom Quota combines \_\_\_\_\_
- a) Features of Tariffs as well as quotes
  - b) Features of Tariffs only
  - c) Features of Quotas only
  - d) Both b and c.
18. Quotas which are fixed after due negotiation between exporting and importing countries are called \_\_\_\_\_
- a) Custom quota
  - b) Unilateral quota
  - b) Bilateral quota
  - d) Multilateral quota
19. Following is the example of non Tariff Barriers \_\_\_\_\_
- a) Revenue tariff
  - b) Protective tariff
  - c) Transit Duty
  - d) Quotas and License

**TY BCOM SEM V/PAPER CODE: 23116/EXPORT MARKETING**

20. Following is the example of Tariff barriers \_\_\_\_\_
- a) Trading Blocs
  - b) Consular formalities
  - c) Prior import deposit
  - d) Anti dumping Duty
21. European union is established in \_\_\_\_\_
- a) 1<sup>st</sup> January 1958
  - b) 1<sup>st</sup> march 1968
  - c) 1<sup>st</sup> January 1994
  - d) 8<sup>th</sup> August 1967
22. Following country is not included in European union \_\_\_\_\_
- a) France
  - b) Italy
  - c) Belgium
  - d) Singapore
23. India is not a member of \_\_\_\_\_
- a) SAARC
  - b) ASEAN
  - c) BRICS
  - d) FATP
24. TRIP's stands for \_\_\_\_\_
- a) Trade related international property Rights
  - b) Trade related intellectual property Rights
  - c) Trade related intellectual perception rights
  - d) Trade related international perception rights
25. TRIM'S stand for \_\_\_\_\_
- a) Trade related investment measure
  - b) Trade related international measure
  - c) Trade related intellectual measure
  - d) Trade related international measure
26. GAT's stands for \_\_\_\_\_
- a) Generalised agreements in trade and services
  - b) Generalised agreements about transport system
  - c) General agreement on trade in services
  - d) General agreement on tariff structure
27. AOA in WTO stands for \_\_\_\_\_
- a) Articles of association
  - b) Agreement on agriculture
  - b) Articles on agriculture
  - d) Association of Article
28. Global marketing research means \_\_\_\_\_
- a) Marketing research related to international markets
  - b) Marketing research related to national markets
  - c) Marketing research related to international company
  - d) Marketing research related to local markets
29. Following is the factor influencing selection of foreign markets \_\_\_\_\_
- a) Consumer behavior
  - b) Maximum risk baring
  - c) Absence of middlemen
  - d) Supply forces



